

growing familiarity resulting from use, a special identify is associated in the minds of the participants with the conflict resolution process and the CRA [floor covering/rug] of the present invention." (Specification, page 6 lines 5 to 8). Therefore, Applicant respectfully requests that the Examiner withdraw the rejection.

***Conclusion***

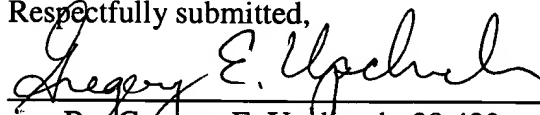
Applicant respectfully submits that each independent claim is allowable over the prior art of record, including the cited references *Erumsele '631* and *Joyce '000*. For similar reasons, and for the additional reasons set forth above, Applicant urges that the dependent claims are also allowable.

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment is respectfully requested.

Respectfully submitted,



By: Gregory E. Upchurch, 28,482  
Husch & Eppenger, LLC  
190 Carondelet Plaza, Suite 600  
St. Louis, MO 63105  
314-480-1500  
314-480-1505 FAX